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## Current, January 29, 1987

University of Missouri-St. Louis

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## SA Considers Bookstore Management Audit

by Steven L. Brawley  
editor

The University Bookstore is often the target of numerous complaints concerning the high costs of textbooks.

With this in mind, the Student Association is considering the feasibility of doing a management audit of the bookstore.

SA President Ken Meyer ran for office with a campaign promise to look into bookstore reform.

According to Meyer, the proposed audit will address the concern over how the bookstore is run.

"We would relish the opportunity to show they are running a tight ship; if they aren't, we can see what should be done to make things better," Meyer said.

Two auditing firms are being considered by the SA. Meyer said possible ways of funding the audit are being examined.

The bookstore is used to receiving scrutiny regarding textbook prices.

Ken Langston, bookstore manager, said the rising costs of textbooks is frustrating, with the high cost directly attributed to the publishing companies.

The paper, printing, profit margin, and life time of the text, are all factors involved when determining the cost of books, according to Doug Taylor, who works for Follett Book Company.

Follett buys used texts and provides a service to bookstores, who can't return used books to publishing companies.

Students often seek out used books; however, the bookstore has a limited supply.

"We try to fill needs with used books as often as we can, but supplies are limited and the demand is high," Langston said.

One of the biggest complaints the bookstore receives is the amount of money students received for used books.

Case in point: UMSL student Kevin Polito said he paid \$29 for a new book and after one semester's use was only given \$8.50 when he sold it back.

"It was put back on the shelf for \$24 which is a 182% mark up," Polito said.

Bookstore officials say they try to address individuals complaints concerning used book buybacks, but don't have the time to look at each one.

### Manual Covers Costs

by Steven L. Brawley  
editor

Faced with a reduction in its budget, the Anthropology department is charging \$15.40 for a lab manual—which costs only \$2.80 to prepare—to cover the costs of operating a class laboratory.

The Anthropology course "Human Origins" has a weekly one hour laboratory that accompanies a three hour lecture schedule.

In previous years, the College of Arts and Sciences covered the costs of operating the lab. However, this year funds were

cut from the Anthropology Department budget, causing a dilemma.

According to course professor and Anthropology department chair Van Reidhead, he feels guilty for having to charge so much for the manual.

"The years of declining budgets in relation to costs finally hit us," Reidhead said.

The decision to charge for the manual to cover the lab costs was

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"This is a service to students, who used to have to keep them," Langston said.

The bookstore said that if it could take each student and faculty member through the publishing process, they would understand the skyrocketing costs of the texts.

Jacqueline Klotzer, book department supervisor, said prices increase every semester.

Using the text, "Intermediate Structural Analysis," which is published by McGraw Hill and used by a UM-Rolla extension course as an example, she explained this process.

According to Klotzer, the bookstore bought the book at a 20% discount. The book was sold last semester for \$47.95.

During last semester, the publisher's price went up to \$49.95. She said it would buy it back from the student at half the cost of the increased price.

Klotzer said the bookstore has many cost factors involved in its operation. She pointed out that often a restock fee is charged by publishers for books returned. Also, the bookstore must pay freight for book delivery.

The bookstore uses a "library rate" when it can order books ahead of time. However, this method does not offer insurance costs if books are lost. The United Parcel Service is also used, but costs much more.

Klotzer said foreign published books, such as those used by the foreign language department, have a high cost due to shipping charges.

The bookstore said it hesitates to preorder books too early, and receive cheaper shipping rates, because of the possibility of class cancellations.

Klotzer said when the bookstore sits down with people on a one on

one basis and discusses book prices that the person comes away with a better understanding of the process.

"It is hard to convince people that this is not a money making business," Klotzer said.

The University Bookstore is an auxiliary campus operation, with half of its profits going to paying off the bond on the University Center and the other half for bookstore improvements.

One improvement the bookstore is considering for next year is installing a computer system.

Last year, a complete renovation of the bookstore was completed.

The bookstore rents its retail and office space in the University Center and pays for its own utilities.

Langston said the bookstore's profit margin comes from the sale of auxiliary items such as sweatshirts, with the bookstore breaking even on the sale of textbooks.

Meyer said the SA wants to look at the bookstore's personnel and its use of work—study students.

In addition to this, the SA is looking into the possibility of eliminating taxes on bookstore purchases.

## U. Center Director In Charge

by Laura J. Hopper  
reporter

Bob Schmalfeld, who serves as Director of the University Center and Student Activities for UMSL, said of his job, "One nice thing is that there are a variety of responsibilities, which makes it very attractive."

Schmalfeld has occupied his position at UMSL since 1982, after previously filling a wide variety of positions and responsibilities, at a wide variety of universities.

Born in Chicago, Schmalfeld attended Knox College in Galesburg, Illinois, where he received a bachelor's degree in music education, while minoring in communications.

He followed this up with a graduate degree at Northwestern University in guidance and counseling, a degree which would later form the foundation for his career.

After graduation, Schmalfeld said, "I served three years in the Navy, on board a naval destroyer." He returned to a more calm way of life at Northwestern, serving as head resident there during the 1956-57 school year.

This job set the precedent for a number of positions where Schmalfeld presided over students and their affairs and activities.

At Hiedelberg College in Tiffin, Ohio, he served as Assistant Dean of Men, and was also a communications instructor. He was later promoted to Dean of Men, and served in that position for six years.

He again filled the position of Dean of Men at the University of Arizona. "I presided over 29 fraternities," he said. After three years in Arizona, it was time to move on again, this time to Lea College, where he served as Dean of Student Affairs for two years.

Schmalfeld then made yet another move, this time to Oklahoma State. There he finally found stability, and served as Dean of Student Affairs for 13 years. Upon leaving Oklahoma State, he spent a year of research in consulting and human resources.

At UMSL, Schmalfeld found himself assigned a wide variety of duties, partly as a result of a change made in administration when he began his duties here in 1982.

"Before I came here in 1982, there were two separate titles. The Director of the University Center reported to the Vice Chancellor for Administrative Affairs, and the Director of Student Activities answered to the Vice Chancellor for Student Affairs."

"When I came here, they combined the two positions, under the control of the Vice Chancellor for Student Affairs."



Bob Schmalfeld

This administrative change gives Schmalfeld a long and varied list of duties. He serves as chairperson of the Student Services Fee Committee, which allocates funds to groups for the purpose of purchasing, as Schmalfeld put it, "capital expenditures," such as furniture, equipment, and any other material goods.

Schmalfeld also chairs the Student Association Budget Committee, which determines how much money will be awarded to each of the various student organizations to use during the following school year. "I assist the committee in achieving this goal, and with the help of student accountant Mark Guenther, I monitor expenditures."

Since both these committees are comprised completely of students, Schmalfeld's role in meetings is limited. "I have no vote," he said. "I convene the meetings and keep records. As chairman of the committees, I'm dedicated to making sure things run in an orderly fashion."

Schmalfeld indicated that his staff plays a large role in keeping things orderly. "If I've accomplished a lot, it's only as a result of having a good staff."

Schmalfeld's duties include overseeing the various University Center functions, such as the car pool service, housing referral, and mimeograph and xerox service. He also serves as a liaison between the University and the Canteen Corporation, which provides food services here.

You wish to schedule a meeting or activity for your group? Schmalfeld

oversees this area as well. "This office will help you obtain space for your group to meet, as well as obtain a catering service and refreshments."

Schmalfeld's work leaves him little spare time, but when he is free, he pursues the activities that dominated his undergraduate college education, those being music and communications.

"I serve on the Board of the City Players, and, in working with them the last couple of years I've acted in various roles."

Schmalfeld also plays the piano and the recorder. "It's a way to deal with the interests I've always had," he noted.

Being a native Chicagoan, Schmalfeld noted that he feels at home in St. Louis. "I enjoy the cultural advantages of a big city here."

Reflecting on UMSL students, he said, "Students here are very occupied with completing their degrees and finding jobs. Many work part-time, so they are already applying what they've learned. This seems to give them a sense of real purpose, more sides to their personality."

Schmalfeld, however, saw a bad side to this preoccupation. "I wish more students would take advantage of the opportunities on campus for involvement. This creates a bond between the students and the campus."

He added that the University has attempted to aid this process by "intentionally developing programs such as Holidayfest and Mirthday, to help build a sense of community."

## SABC

### Student Budgets Up In Air

by Laura J. Hopper  
reporter

The Student Activity Budget Committee has begun proceedings for the 1987-88 budget, with January 23 having been the deadline for student organizations to submit their budget requests.

Last year's budget hearings were marred by controversy, much of it stemming from charges of bias among members of the Committee, and complaints that the Budget Committee selection process was unfair.

This year's committee, as of October of 1986, consisted of Clinetta Albers, Rob Dawes, Connie Foster, Cassandra L. Gay, Terrie Gillespie, Kevin Hupp, Edward Kennedy, Ken Meyer and Scott Wedig, with Adrian Cornelius and Andrea Stewart serving as alternates.

Bob Schmalfeld, Director of the University Center and Student Activities, will serve as the chairman of the group, but will not have a vote.

Meyer, who also serves as Student Association president, said the group hoped to avoid the turmoil that plagued last year's committee.

"The biggest change we've made is that the process will be more fair and open," he said. "All meetings, including appropriations, are open to the public this year."

Changes were made, according to Meyer, in the Budget Committee selection process. This process involves applicants filling out a "demographic questionnaire," which, Meyer noted, asked questions such as "name, grade, class schedule..."

"We eliminated the second page of the questionnaire," Meyer said. This page, used for last year's applicants, asked the prospective committee members to select organizations which they felt deserved priority funding.

Applicants were then interviewed by a subcommittee of the Student Association Executive Committee, which this year consisted of Ken Meyer, Rob Dawes, and Robbyn Stewart. This committee made the final decisions.

Other changes were also necessary to eliminate complaints about the SABC selection process. Meyer said, "One group couldn't be allowed to control the budget process. We had to make a good-faith effort to see to it that each



\*Student Services student organization had no more than 2 members on the committee."

Noting that they'd accomplished this feat, Meyer added, "Student Association has only 2 members on the committee, Rob Dawes and myself."

Another change, according to Meyer, involved making what he called "a good faith effort to have an equal amount of minorities. We didn't have to go by a strict quota, but we at least had to make the effort."

He noted that in the end, the

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## Corporations Loosen Purse Strings

Corporations donated a record \$1.8 billion to American colleges in 1985, but donations could drop this year because of tax reform.

In its annual accounting of corporate giving to campuses, the Council for Financial Aid to Education said the increase in donations was noteworthy because corporate pretax profits fell 5.3 percent during the same period.

Other economic factors also logically should have kept companies from increasing their contributions to colleges, adds CFAE President John Haire.

"The large number of mergers and restructurings have caused companies to contract in every way" except in their giving, Haire said.

Similarly, some observers now predict the Tax Reform Act of 1986—which reduces the amount companies can deduct from their taxes for charitable contributions—will depress donations in the future.

CFAE Vice President Paul Miller isn't so sure.

"Don't overestimate the influence of taxes in peoples giving decisions," he said, adding that corporations donate to schools "as a form of investment" in the future workforce.

The number of gifts greater than \$5000 from individuals will be fewer, Miller said, but corporate contributions "are in their self-interest."

Indeed, much of the \$1.8 billion donated last year was in the form of equipment such as computers. Apple, Zenith, IBM and Digital all have programs in which they donate computers to campuses, in hopes students will keep buying their brands after they graduate and go into business.

Still other kinds of equipment are donated to labs for research and development projects, which can lead to products the firms can market.

"Universities were a little concerned that after 86-87 there will be a slowdown in contributions, but that will depend more on the state of corporate profits than on the state of tax laws," Miller said.

The change in tax laws, however, may have inspired some firms and individuals to give more in 1986 while such donations were deductible.

Clemson, reports development director Robert Christenberry, received "quite a number of gifts in December that it probably would not have if it had not been for the Tax

Reform Act."

To beat the January 1, 1987 change in the tax law, the University of Nebraska Foundation raised \$800,000 to build an indoor football practice field "in seven working days" beginning the last week of December, boasts foundation President Edward Hirsch.

Tax anxious alumni gave the University of Mississippi a total of \$32 million, aiming to raise \$25 million in a fundraising drive, before the clock ran out on deductions January 1.

During the last two weeks of December, tiny Wells College in New York got three anonymous gifts worth \$2.5 million. The universities of Cincinnati and West Virginia as well as Reed College in Oregon, among others, got last-minute windfall contributions, too.

Clemson's Christenberry hopes for a similar rush-to-give next December when alumni realize tax reform will further reduce the tax advantages of contributing again 1988.

But Susan Gonczlik, director of planned giving at the University of Santa Clara (Cal.) says she has been

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**Murray**  
Mike Murray, an UMSL communications instructor, researched the history of KSDK-TV in preparation for their 40th anniversary celebration. Murray hopes people will see what TV has done for St. Louis.

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### Rebounding

The good news is that Gina Gregory broke the UMSL career rebounding record last Wednesday. The bad news is that both the Riverwomen and Rivermen lost two out of three games last week.

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### FYI

The last day to drop a course or withdraw from school without receiving grades is February 6.



# EDITORIALS

page 2 **CURRENT** January 29, 1987

## Business School Does Well, However

Last year, the Chemistry program was targeted for distinction by the University of Missouri in coordination with its long range plan.

This year, another campus program is to be nominated for eminence. Under the UM's long range plan, eminence programs will receive special emphasis toward reaching national and international reputations.

The chemistry program fits that mold well. Its reputation and ties to St. Louis industry have clearly proven its distinction.

As the University continues to reach out to the St. Louis region and become a world class urban university, it will benefit the campus if the School of Business receives the next eminence nod.

The School of Business Administration has already become a national leader in its own academic circles.

The School offers a Bachelor's and Master's in Business Administration, a Master of Science in Management Information Systems and a Master in Accounting.

The eminence distinction would strengthen and enrich the campus and its five year plan and expand the core group of business faculty who have made contributions to their respective fields.

The School of Business Administration is the largest program on this campus. It accounts for 47 percent of the baccalaureate and 21 percent of the masters degrees conferred at UMSL.

This can be used to conclude the importance of the School of Business in relation to the central mission of this campus.

Placement office data for 1985-86 shows that 320 business students were placed in full time jobs and that 57 current business students were involved in cooperative programs with area business and government agencies.

The School thus has a large alumni base. It has also been successful in its drive for corporate support. Last year alone, the School received \$98,000 in gifts and interest from its endowment funds valued at \$116,000.

In an effort to maintain eminence, the School has outlined a series of objectives to further its mission. First, an Executive M.B.A. Second, a tax emphasis in the Master of Accounting. Third, a Ph.D. in Management.

These new offerings, as well as an expansion of the Center for business and Industrial Studies, would benefit both the student body and campus on the whole.

The School's eminence budget calls for summer research items and partial research leaves. It also calls for the School to gather more St. Louis community contributions through its distinction.

As a decision is made by the leaders of this campus and central administration, the School of Business and its distinction and importance should be remembered.

No matter what program is chosen, the School of Business will continue to serve this region and maintain its national level of prominence. But a little nudge from UM wouldn't hurt.

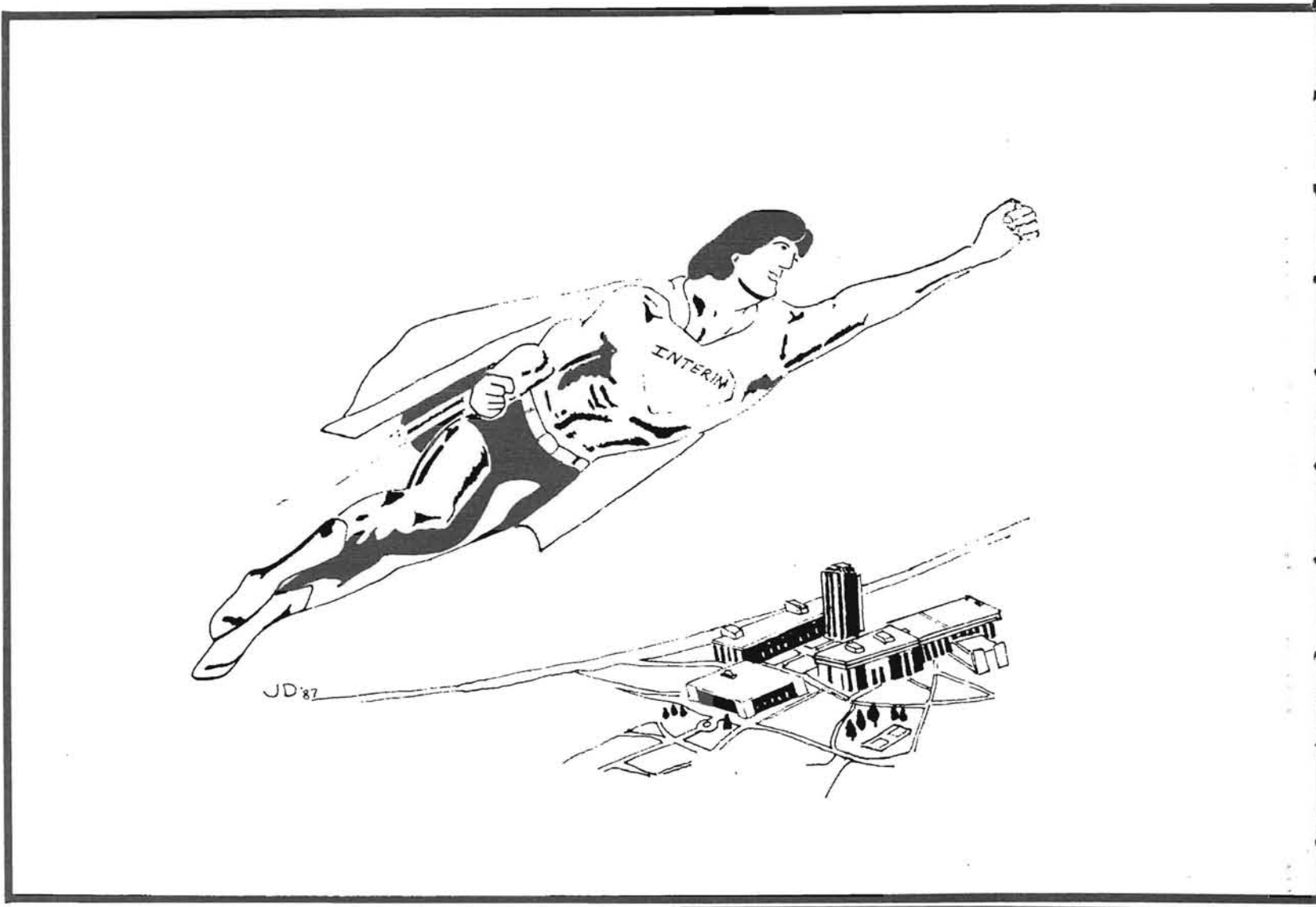
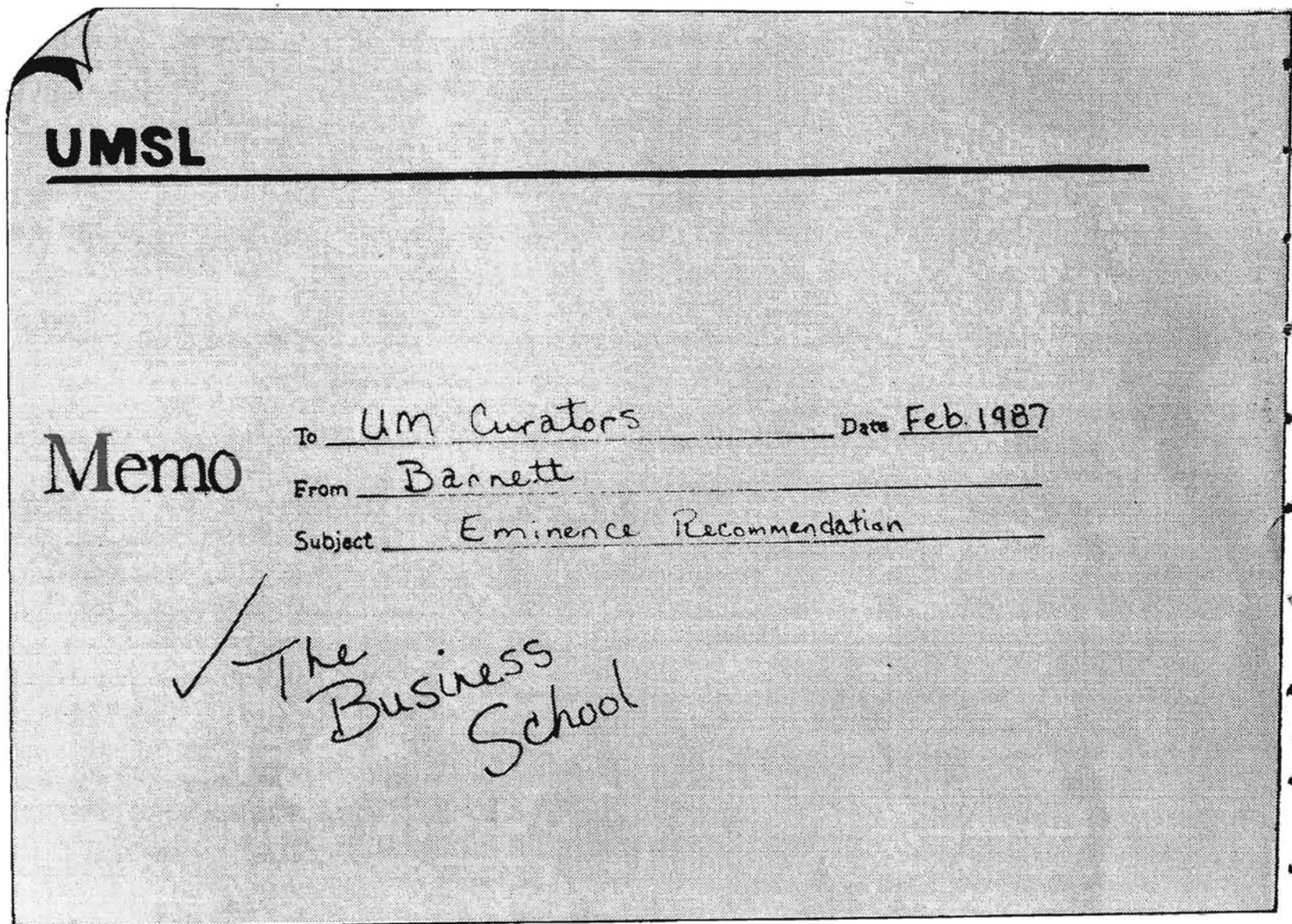
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The Current welcomes all letters to the editor. The writer's student number and phone number must be included. Non-students also must sign their letters, but only need to add their phone number. Letters should be not more than two typed pages in length.

**No unsigned letters will be published.** Names for published letters will be withheld upon request, but letters with which the writer's name is published will receive first preference.

Responsibility for letters to the editor belongs to the individual writer. The Current is not responsible for controversial material in the letters, but maintains the right to refuse publication of letters judged by the editorial staff to be in poor taste. Letters may be edited for space limitations.

Letters may be dropped off at the Current offices, One Blue Metal Office Building, 8001 Natural Bridge Road, St. Louis, MO 63121.



### Frigid

Dear Editor:

Could someone please monitor the frigid conditions of the classrooms in the classroom building on the south campus?

This is not the condition of all the buildings on the south campus. The front of the building containing the Optometry Clinic and teacher offices ranges from quite comfortable to hot, while the classrooms in the rear of the building remain cold.

Any assistance in this manner would be greatly appreciated.

Sincerely,

Doug McGuire  
School of Optometry

### In The Interim

Okay all you interims, this one's for you.

The recent announcement that a new Vice Chancellor for University Relations has been chosen begins speculation on the role of the various interim administrators on this campus.

John E. McClusky will be a welcome addition to this University.

However, the efforts of Dennis Verity, who held that post for over a year, should also be noted.

As acting Vice Chancellor, Verity was instrumental in developing an image survey that looked at St. Louisans' perceptions about this University.

The results of those surveys were used by his office to help develop new initiative to promote the campus.

In addition, he worked on the Premiere Performance music series at the Sheldon Auditorium, alumni development and a donation/gift program.

He did more than hold down the fort. Although he was an applicant for the post he held, he showed extreme commitment to the University.

Thus, it should be hoped that as the many other administrative changes are announced, some of the names will be familiar ones.

All you interims, don't just hold down the fort.

And Chancellor Barnett, please look to promote from within. Quite often, the best applicants are right outside your door. New doesn't always mean better.

## One Out Of Every Thousand's Not Bad

Inside Scoop

Out of the 7,000 polls distributed, only seven were returned. I guess that isn't too bad—one out of a thousand.

Now, the Current will claim responsibility for a portion of this low return rate. This editor, trying to use his creative energy, used a transparent overlay that resulted in a portion of the poll being too difficult to read.

However, if over 12,000 students, faculty and staff couldn't figure it out, it's too bad.

It really is too bad that this university is too apathetic to answer one simple question.

I hate giving lectures; I sit through enough of them on a daily basis. However, it is frustrating for student leaders to try and promote interest in this campus and only be shot down by disinterest.

reading this newspaper, then they should at least consider the consequences.

What are the consequences? Well, the simple inability to look back at one's college years with more than memories of papers and tests.

Yes, I too work part time and maintain a heavy classload. I understand the need to come to school and then leave campus and get on with the day. Yet, at least give one campus activity a try. It can benefit both the campus and yourself.

Now, back to the original question. One out of every six thousand campus people polled prefer using UMSL as a reference for this university. Based on these results, UM-St. Louis, UMSL, U.M.S.L. or whatever this place is called—things can only get better.

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St. Louis, Mo. 63121  
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## NEWSBRIEFS

The campus has received a \$725 grant from the Missouri Committee for the Humanities. Other institutions receiving grants include: the Elijah Lovejoy Society, The Heritage Account, the St. Louis Science Center, Maryville College, the Vaughn Cultural Center, Lewis and Clark Center of St. Charles, and St. Louis University.

The university and other grant recipients must match the grant with either money or services. UMSL and SLU will hold a joint roundtable discussion on the responsibility of scientists to interpret the social and moral implications of new technology. And pass that information on to the lay public.

□ □ □

The Farmers Insurance Group of Companies Scholarship will make two \$500 scholarship awards for Winter 1987 semester. Students in their second third, or fourth year of studies in areas related to the Insurance industry are invited to apply.

Recipients will be selected, on the basis of grades and relevancy of course work, by the University Senate Committee on Admissions and Student Financial Aid. For additional information, contact the financial Aid office, 209 Woods Hall.

Applications must be submitted by February 16, 1987.

## MONEY

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reading estimates that corporate giving to colleges could fall as much as 2.5 percent this year.

"This is the real world," Gonczlik said, "and in corporations, when you get down to the bottom line, they listen to their tax advisors and budget planners. I think there's definitely

going to be a reduction in donations from individuals and corporations."

"Still," Gonczlik added, "people's philanthropy might override the tax disadvantages. Of course, were hoping we don't see a huge decrease."

### SPRING BREAK '87



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## McClusky Named Vice Chancellor



Dennis Verity

by Steven L. Brawley  
editor

A series of changes in campus administrators has begun with last week's announcement that a new Vice Chancellor for University Relations has been appointed.

After a lengthy search, John E. McClusky was chosen to head the campus public relations division.

McClusky is a former president of the Coro Foundation, an educational and leadership training institution.

Chancellor Barnett said that one of her priorities is increasing the community's awareness and support of the University.

"Dr. McClusky's knowledge of many segments of the community is extremely valuable in this effort," Barnett said.

The Vice Chancellor for University Relations reports directly to the Chancellor and is responsible for all activities related to development, alumni relations, volunteer relations, publications, graphic services and public information.

McClusky will succeed Dennis H. Verity, who has been acting as Vice Chancellor in addition to his regular duties as director of development.

Verity was one of the finalists for the post he held on an interim basis since the fall of 1985 and has worked on a variety of successful University programs.

Former Chancellor Arnold B. Grobman asked Verity to fill the position after former Vice Chancellor Blair K. Farrell resigned. Grobman passed the decision to fill the position on to Chancellor Barnett.

As acting Vice Chancellor Verity worked on a survey that examined the image of the University. The survey resulted in many changes in the way the campus promotes itself.

"We are using the results of that

survey to raise the visibility of the campus and take the product to the people," Verity said.

Verity also worked on developing the Premiere Performances Series held at the Sheldon; the Shadow Ball fundraiser for the Optometry School; and alumni relations development.

McClusky comes to the University after holding posts with the Coro Foundation and Lindenwood College in St. Charles.

He holds a bachelor's degree in philosophy from Cornell University and a master of arts and a doctor of philosophy in political science from the University of California-Berkeley.

He taught political science at the University of Iowa and came to St. Louis as a program executive with the Danforth Foundation.

McClusky, 44, will assume his duties February 1. Verity will return to his duties as Director of Development.

## SABC

decisive factor in the selection process was "Who's the best qualified?"

Meyer added that this year, committee members who are also members of other student organizations will not be allowed to vote on allocations for their own organizations.

In order for a student organization to receive money from the SABC, it must first be recognized by the University.

Representatives from organizations wishing to receive funds must attend Budget Request Training Sessions, to learn how to fill out the request forms. These Training Sessions took place during the fall semester, November 20 and 21.

By 5:00 p.m., January 23, all groups were required to have submitted their budget requests to Room 267, in the University Center.

Once submitted, these requests are reviewed by a sub-committee of the SABC that serves as a screening committee. After going over the applications, the screening committee makes their recommendations to the SABC as a whole.

Meyer noted that membership of the screening committee had not been determined yet, and said, "It may just be the whole SABC."

Following the recommendation process, budget hearings are held for the larger, base-funded student organizations, as well as any other organization requesting a hearing.

Base-funded organizations (those receiving a set, minimum amount of money each year) will have their hearings on Friday, February 13, in Room 75 of the J.C. Penney Building.

## LAB

from page 1

made by the department. According to the department, they put the burden to keep the lab open upon the students.

"The costs are put upon the students, who are getting less service," Reidhead said.

The income from the manual, which is sold for the department by the bookstore for a small percentage coming from the original \$2.80, doesn't cover all the labs cost.

The lab used to be open longer and had two instructors.

This semester, the lab is only open for eight hours and has only one instructor.

"Because of this, we have had to assign lab times," said lab instructor Al White.

White, a senior majoring in anthropology, said the department is trying to do a good job with the available resources. He said instructors are having to teach heavier loads because of a decline in part time teaching positions available.

"This is a dilemma that I am sure

the campus as a whole faces," Reidhead said.

Reidhead also said he hopes that next year the University can support the lab, so they don't have to pass the costs on to the students.

"We have asked for funds this year, but we don't know if we will receive them," Reidhead said.

The College of Arts and Sciences, which originally funded the lab, said it doesn't object to the using of profits from the manual to cover the lab costs.

"It seems like a reasonable approach," said Donald Phares, interim dean of the college.

He said that the University system doesn't work well with charging a set lab fee for courses, but that a package like the one used by the Anthropology department is manageable.

"This covers the costs of the lab as an entry fee, not just the cost of the manual," Phares said.

The class lab counts for one fourth of the student's grade in Human Origins.

from page 1

alteration or approval.

May 13 is the tentative date for the allocations to reach the Vice Chancellor of Administrative Services for final approval at UMSL. These allocations must then be approved by the UM Board of Curators before going into practice.

According to Schmalfeld, "approximately \$230,000" will be available this year for the SABC to appropriate to various groups. This money is derived from the Student Activity Fees, which all UMSL students are required to pay.

These fees, which total \$67.20 per student, are divided as follows. \$22.24 goes to retire the bonds sold to raise money for the construction of the University Center. \$27.04 goes toward University athletic programs.

\$15.52 is allotted for Student Activities. This is the money used for SABC distribution to student organizations. The other \$2.40 goes to Student Services, that is, the funds organizations use for capital expenditures, such as furniture, equipment, etc.

The SABC will meet on Friday, February 6 to screen the budget request applications. Schmalfeld noted that in this meeting the committee will determine, "Should the group have a hearing or not? Should we give the group the requested amount of money? Is there any additional information we need from the group?"

This meeting is open to the public and will be held in Room 75 of the J.C. Penney Building at 1:00 p.m.

# University Program Board presents:

MONDAY AT THE MOVIES

FREE!!!



MONDAY  
FEBRUARY 2

NOON & 7:30 PM  
SUMMIT LOUNGE

WEDNESDAY  
NOON LIVE



FEBRUARY 4

Luther  
Johnson

11:30 AM - 1:30 PM  
UNIVERSITY CENTER LOUNGE

upb SUMMIT  
SHOWCASE

SUMMIT LOUNGE  
12:30 THURSDAYS

KATHERINE DAVIS  
& ERWIN HELFER



THURSDAY, FEBRUARY 5

## The University Program Board

is currently seeking applications  
for February appointments.

Applications are available in the  
Office of Student Activities 250 University Center.  
● Largest student activity budget on campus

● 15 positions available

● Get Involved

● Opportunities for Leadership

● Open to all students



# AROUND UMSL

page 4 CURRENT January 29, 1987

30

Friday

2

Monday

4

Wednesday

1

Sunday

• The Madeline Hunter Lesson plan will be the topic of a seminar sponsored by the SMSTA at 1 p.m. in the Marillac Conference room, South Campus. All are welcome.

• An Artcarved representative will be taking orders for class rings in the University Center Lobby from 10 a.m.-3 p.m. today and tomorrow. A \$25 deposit is required.

• Thomas Jefferson Library will be holding a general orientation of the LUMIN system daily, through the 6th at 2 p.m. For more information, call 553-5060.

• "Vapor in Equilibrium with Molten Salts: Sodium Tetrachloroaluminate" will be the topic of a chemistry seminar to be held at 4 p.m. in room 120 Benton Hall. Coffee will be served at 3:30 p.m.

• The Women's Center will sponsor a lecture on Breast Cancer and Education in room 211 Clark Hall from noon-1 p.m. Guest speaker will be Polly Burdette, director of guest relations at St. Luke's Hospital West. For more information, call 553-5380.

• Monday Movie will present "The Cotton Club" at noon and 7:30 p.m. in the Summit Lounge. Admission is free.

• The Women's Tennis Team will be holding an organizational meeting in room 219 Mark Twain at 3:15 p.m. All full time female students interested are asked to attend this meeting. For more information, please contact Coach Pam Steinmetz in room 203 Mark Twain, or call 553-5123.

• The Women's Center and the Counseling Service will sponsor a workshop on Leadership Training for Women. Pre-registration is required. Call 553-5380 or 553-5711.

• Wednesday Noon Live will feature the music of Luther Guitar Junior Johnson from 11:30 a.m.-1:30 p.m. in the University Center Lounge. Presented by the University Program Board.



• The Music Goes On and On will be the subject of this week's Creative Aging to be aired from 7-8 p.m. on KWMU (90.7 FM).

• VITA will sponsor a tax seminar to be held in room 126 J.C. Penney at 11:30 a.m. If interested, contact Dawn Hulet at 428-2378 or Teri tipton at 741-0051.



## CLASSIFIEDS

### For Sale

1984 Pontiac Sunbird 2000, 35xxx, 5 speed, front wheel drive, A/C, rear defrost, tilt wheel, Pioneer AM/FM cassette, cloth bucket seats, excellent condition. Must see. Call 849-5341.

1972 Chevy Nova. Runs great. Dependable, \$450. Call 524-4682.

1977 Ford Thunderbird. Good condition, \$1300 or best offer. P/S, P/B. Call Rosemarie after 5:30 at 428-4490.

GOVERNMENT HOMES from \$1 (U repair). Delinquent tax property. Repossessions. Call 805-687-6000 Ext. 2166 for current repo list.

Two Heath Zenith PCs, z84 Processors, 64k memory, dual 5 1/4 96 TPI drivers. Full ASC II keyboards includes software, one printer available. With printer, \$450; without printer \$400. Call for more information 831-9462 after 5 p.m.

Wanted: Daytona Beach campus representative to market low cost, high quality Spring Break trip. Earn extra money and free trips while gaining valuable business experience. Call Doug at 1-800-558-3002 for more information.

### Help Wanted

Wanted: dependable person to care for dogs and cats in incorporated kennel. Part time, eventually full time position. Call 343-2182.

Flower Delivery people needed for Valentine's Day week, thursday through Saturday, 30-100 dollars a day possible. Call John for details at 771-0123 ext. 15.

Typists who will type papers for english class at \$1 per page. Call 524-4682.

Kirkwood Webster YMCA is now hiring staff for aquatics. Lifesaving certification required. Pick up an application at the Kirkwood YMCA, 325 North Taylor or Webster YMCA, 226 East Lockwood. Apply now.

SPRING BREAK JAMAICA Project Manager needed FREE vacation plus \$\$\$, Call 1-800-237-2061.

Internship. Radio station KWMU has immediate openings for internships. Earn academic credit, gain valuable promotional and organizational experience working on the 1987 KWMU St. Louis Post Dispatch Walkathon. apply in person, 105 Lucas Hall, or call Norine Kerber at 553-5968.

Immediate opening for: Aerobic/Dance Instructor, Child Care Worker, Tutor, Secretary, Cheerleader coach, and Youth program Specialist. Call 367-6996 or 367-6969 or send resume to: Hamilton community School, 5819 Westminster Place, St. Louis, MO 63112.

National Wholesaler needs an accounting clerk to work 7:45 am to 4:15 pm Monday through Friday. Candidate will assist 3 person staff. Duties include: process cash receipts, process orders, cash disbursements, telephone

contact with retailers reconciling accounts receivable problems. Training on computer CRT helpful. 6 hours of accounting is required.

Benefits include group health and profit sharing. salary range \$3.75 to \$4.25 per hour. Apply in person at: DASHIONS BY HUGO, 30 American Industrial Drive, Maryland Heights, MO 63043 (Dorsett exit I-270) 434-9300 Mr. Dennis (Controller).

### Miscellaneous

Need to buy: Biology-Life On Earth; Audesirk, Audesirk, and Social studies in Elementary education, 6th Edition. Call 524-4682.

Is there someone you're dying but too shy to try? Send them a Valentine carnation and a card through PSE either signed or anonymous for \$2. For more information come to the U. Center Wednesday 2/4 or Thursday 2/5.

No plans for Spring Break? How about a trip to sunny, warm South Padre Island with your friends at Pi Sigma Epsilon. Come see us at our table in the Underground and find out more about this terrific, inexpensive trip.

### THESIS TERM PAPERS RESUMES

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WORD PROCESSING - For your Report, Term Paper, or Dissertation. 110,000 word spelling check. IBM or Apple formats. One of several word processing packages is ready to complement your project. If your project requires quality, call Chris, 727-0786.

### Personals

John, Beware of any nurses with mustaches driving vans. LNDZ

Ms. Gregory also reached another milestone at UMSL by successfully completing Sra. Baldwin's "Betcha can't pass my final" contest. Hasta Luego, Brent

Dear G.M. lover, Would you go steady with me? You'll always have a place in my heart and my life. Cynthia

Dear Pooh, We'll survive. I'll be glad when we have more energy for D's & V's, not to mention just a little quiet time beneath the colored lights, though. Love you, Petey

Are you getting married or is your fraternity or sorority having a formal? If so then Complete Music Mobile DJ Service is the answer. With over 2000 songs we can definitely fulfill your need. Call 991-5656 for more information \$10 off with ad.

Dear Gidget, Word has it that someone else is getting into your shorts. Who is Eggbert? Is it him or me? Ken the Surfer Dude

Oreol Your a great friend and I hope ya know anytime I need a chauffer I'll think of you. Mario

Congratulations to the New 1987 Delta Zeta Officers! President: Chris Schaeffer, VP: Membership: Terri Mino, VP: Pledges: Stacey Handshy, Treasurer: Christy Pritch, Corresponding Secretary: Stephanie Schloemann, Recording Secretary: Marti Potts, and Academics: Lisa Urban. It will be a great year!

Mayer: Did you stop wondering who I am? I'm still here. If you guess who I am, keep quiet. I keep a low profile, especially in the Underground. Supercalifragilisticadom asochism. Rapid Eye Movement (REM)

Yo Ken (the Surfin Dude), What's up with barbie and those shorts - eh? Lookin' for ducks on the California surf. Get that third finger out! Gidget

## Homesharing: A Good Alternative, 553-5536

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The UM-St. Louis Chapter of Phi Kappa Phi National Honor Society will nominate a graduating senior for one of fifty \$6,000 Fellowships offered by the honor society.

Criteria considered:

Outstanding scholarship  
High Grade Point Average  
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(GRE, GMAT, LSAT)

Leadership Ability

Participation in university  
and community organizations

Academic Standing of University  
Chosen for Graduate study

Students who believe they may meet these criteria can obtain applications from

Dr. Jack Anderson, Chapter Secretary  
School of Business Administration  
1208 Tower or 427 SSB  
553-6140 or 5625

COMPLETED APPLICATIONS ARE DUE  
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## Murray Helps With TV Celebration



by Christopher Duggan  
associate features editor

St. Louis television viewers are currently being treated to a pictorial trip down memory lane, courtesy of KSDK, Channel 5 as the station prepares to celebrate its 40th anniversary in February.

The memorable trip is accomplished through what are called "Historic Moments," which are short bits of historic information about Channel Five, with accompanying video, airing during commercial breaks.

The spots will lead up to the actual anniversary, which will be celebrated on Sunday, Feb. 8, during the Variety Club Telethon, which is celebrating its 10th anniversary. The two events will be tied together.

Mike Murray, a mass communications professor at UMSL, was chosen to compile and organize the large amounts of material that have been accumulating over the years. Murray has done a good deal of research on the history of broadcasting in St. Louis, a sizeable portion of which is being used in a book that he and Tom Eschen of KWMU are now working on.

"With the 40th anniversary of the station on the horizon," Murray said, "the station was looking for someone to sift through the massive amounts of information and broadcast material they had accumulated."

"One thing that I think needs to be clarified is that I only worked on research for this project. When I finished that, my role was through. I have nothing whatsoever to do with the production of the anniversary show."

Murray was a little surprised that KSDK came to him because normally, for this kind of job, an employee of the station is assigned to take on the responsibility.

In this case, however, a couple of the employees in the news room, Bob Garger and Roger Johnson, had heard about what Murray was doing; Jim Tuxbury, an UMSL student, was assignment editor there at the time. Rich Brase from the creative services department met with Murray; they decided that it would be a good idea to do the study.

Murray took that summer off from teaching, and spent his time working on the project. He was given an office at the station so that he could be closer to the job he was doing. Murray said that he received a great deal of cooperation from the KSDK staff.

Garger, who helped Murray find

some of the material he needed, had this to say about the nature of the study, "Quite often, the heritage of a company can be inadvertently lost through common, everyday house cleaning over the years. Material gets discarded that just isn't viewed as important anymore. Even so, professor Murray managed to do a good job of uncovering old material."

Murray said that one of the biggest obstacles in doing a research job like this is that the turnover in the television industry is relatively high. Some people join the staff with the idea that they will work there a short while, gain experience, and move on. The result is that a great number of people could be missed and just forgotten.

"I feel that a large part of what I was doing was pointing out these people who would have otherwise been forgotten," Murray said. "One may not realize it, but most of the pioneers of television are still around."

The station first came about because George Berbach, a Post Dispatch employee, got a glimpse of television while visiting London in the late 1930s, and suggested to his employer that they should have a television station in St. Louis.

It took about ten years for the idea to develop into reality, but on Feb. 8, 1947, KSD-TV was born. At first, nobody knew whether television would catch on. It was all live then, so there were awkward moments.

Russ Severen, a programmer with the station at the time, had to work on ways to fill time. They had no network affiliation, so their only source of programming was their own material.

"Sometimes, when there was unfilled time, or an unexpected open spot programmers would have to fill it with, for example, improvisational live musical performances," Murray said.

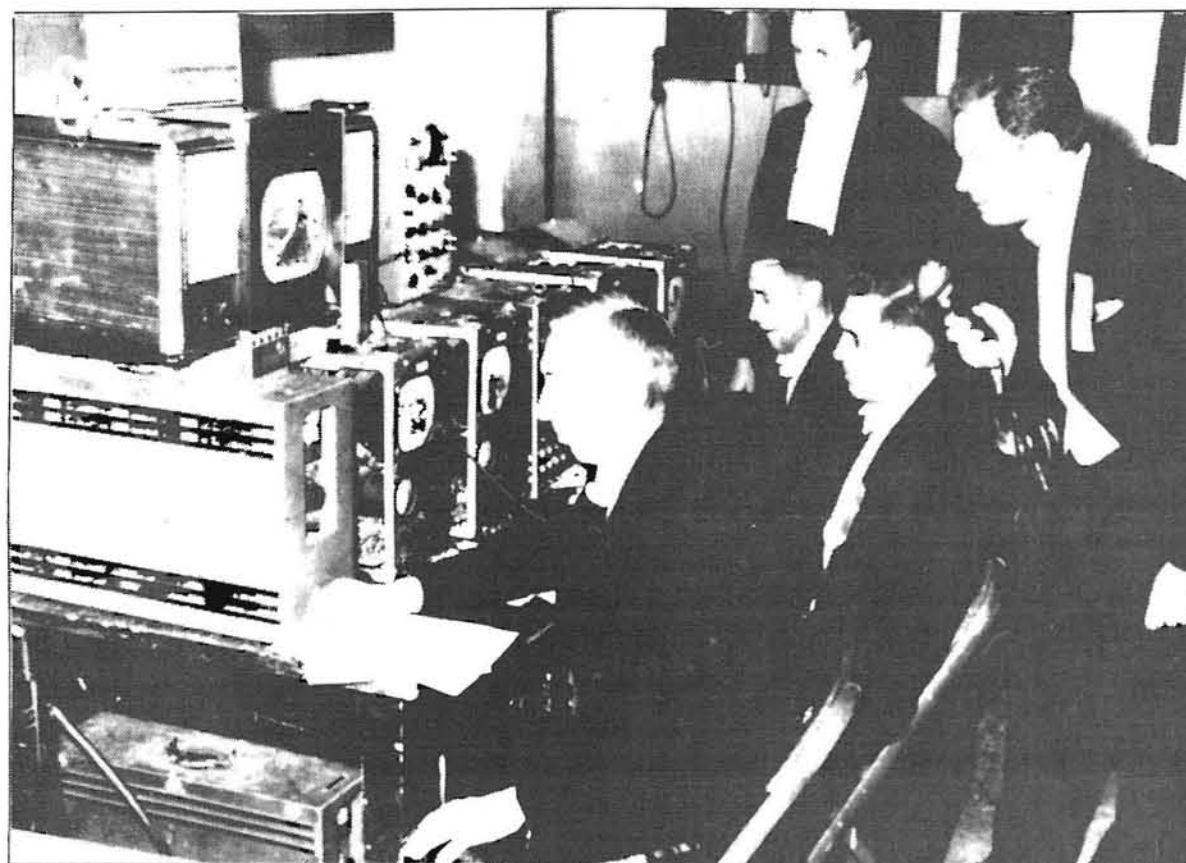
KSD-TV's first owner was Pulitzer Publishing, so they were news oriented from the start. They had a staff of news writers, and were the first station in the country to get access to Associated Press film.

Between 1948 and the early 1950s, KSD-TV was also the only television network in St. Louis. Because of the war, there were no new stations forming. So, being the only source of video news, the station had a tremendous impact on local politics and public opinion.

Because of its ownership, Channel 5 leaned toward news — but that

See ANNIVERSARY, Page 6

**TV PAST AND PRESENT:** Mike Murray, associate professor and director of mass communications at UMSL, shown above, recently conducted preliminary research for the Channel 5 anniversary production. Murray traced the station's history back to its beginnings in the late 1940s. At right, a 1951 NBC broadcast of the St. Louis Veiled Prophet. Holding the microphone in the photo is Keith Gunther, the first person hired to work in television in St. Louis. Gunther was the first person interviewed by Murray for his study.



## Annual Job Fair Set

/ J. Hartnett  
reporter

The eighth annual Job Fair, sponsored by the UMSL Student Work Assignment Program (SWAP) will be held Feb. 9, 10 and 11 from 10 a.m. to 2 p.m. in the J.C. Penney Building.

Sixty area employers are expected at the fair, including IBM, Western Union, Community Federal and representatives from area banks, hospitals and summer camps.

"There will be something for every major," said SWAP Coordinator Judith Whitted.

More than 300 UMSL students

participated in last year's fair, meeting with 44 area businesses to discuss job opportunities in such areas as data processing, clerical, computers, social service, education and others.

These jobs are not for graduating seniors but are non-degreed positions. Full-time, part-time and temporary spots are open.

Some of the jobs are only for the summer. Some are year-round and available immediately.

Whitted advises students to have their resumes ready before the fair. "We will be glad to help students prepare their resumes if they'd like to come by," she said.

The SWAP office is in 346 Woods Hall.

## PAC Fights For Education Funding

by Paul Thompson  
features editor

In a political environment where special interest groups compete for the favors and influence of legislators and vigorously fight for even the thinnest slice of the funding pie, the University of Missouri-St. Louis and its supporters have an uphill battle in their goal of support for higher education.

Voicing concerns and priorities to legislators swamped with appeals from virtually every sector of society affected by state government can be a formidable task. Organization is critical.

Thus, three years ago, after watching state funding for UMSL decline for five consecutive years, a group of people concerned with enhancing legislative attention to this campus decided to organize. The group formed a political action committee — UMSLPAC.

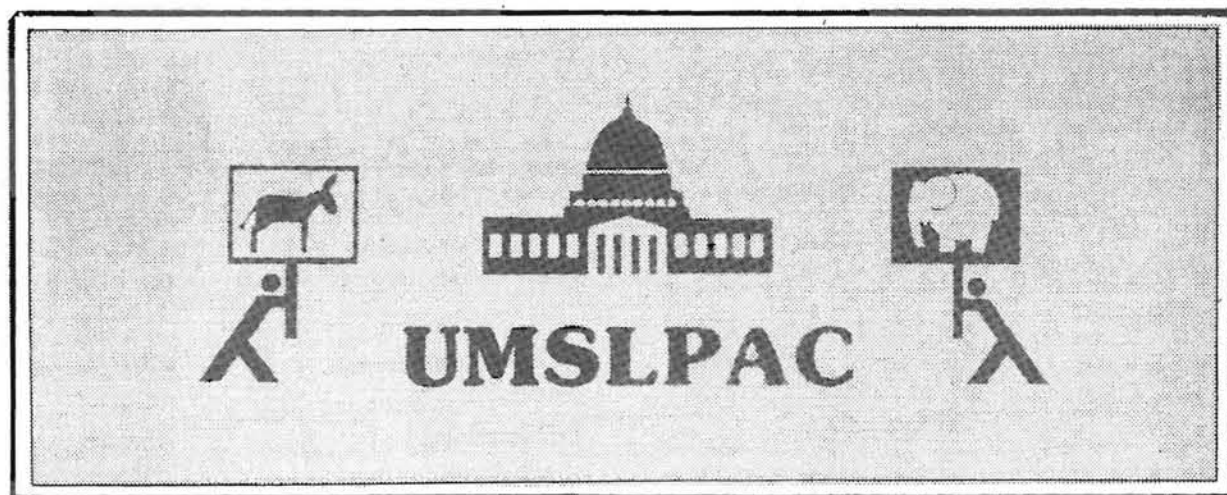
"We started three years ago, in 1984, with a big rally on campus," said Lance LeLoup, chair of the UMSLPAC Steering Committee and head of the political science department. "I think people just decided that the time had come for people who really wanted to do something for this university to organize."

Since forming, UMSLPAC has raised more than \$30,000 toward the campaigns of about 150 state legislators and senators viewed as supportive of the university's goals.

"We're just a committee registered with secretary of state with the sole purpose of raising money for political candidates who are supportive of higher education," LeLoup said.

Although UMSLPAC can't claim credit for altering the outcome of any political races, LeLoup believes the committee has made inroads into building a more positive image for the university in the eyes of many legislators.

"My honest feeling is that we have really made a difference," he said. "We haven't turned the outcome of elections, but legislators now real-



ize that we're an important part of the community."

Supported by about 300 members — mostly faculty, but also students, alumni and other supporters — UMSLPAC is directed by an 11 member steering committee, composed by law of at least one student, one alumnus, one faculty member and one staff member.

The steering committee's job is to decide which candidates will receive campaign contributions from the PAC.

LeLoup said the main criteria used by the steering committee to determine which candidates to endorse are the candidates' positions on support for higher education and their electability.

"We give (money) to Democrats and to Republicans. We give to liberals and to conservatives," LeLoup said. "We support alumni and we support people who are particularly interested in the university."

The steering committee scrutinizes the voting records of veteran politicians and questions newcomers to state politics on their positions regarding the university and overall higher education.

"We watch a whole range of issues: support of our budget; support of our capital budget; and support of the things to do with higher education in general," LeLoup

said.

According to the committee's literature, some of the results of UMSLPAC endorsed legislators include:

- Active work toward gaining approval of the \$19 million science building on campus.

- Leading "the public outcry in condemning proposals to downgrade UMSL and to merge with Harris-Stowe."

- Working to add more than \$7 million to the University of Missouri budget for computers and computing in 1986.

- Playing key roles "in passing a bill that maintained and enhanced the fee structure of the Optometry School."

- Advocating program expansion on the UMSL campus to fill educational needs in the community.

LeLoup said the way legislators vote on such critical issues as these play an important role in determining whether the PAC will support veteran candidates in their bids for re-election.

When dealing with newcomers to state politics, LeLoup said the steering committee questions candidates on their positions on higher education and seeks their support for UMSL.

"A lot of times we just talk to them. If we have more questions, we

get in touch with their campaign," he said.

With the final say on candidate endorsement in the hands of the steering committee, some members of the organization do disagree with each other.

"Somebody's not going to like somebody we endorse," he said. "But the proof that we're doing okay is that the Republicans haven't quit and the Democrats haven't quit. We are blind to anything but support for higher education."

UMSLPAC, an organization independent of the university itself, also has the support of the administration here. Chancellor Marguerite Barnett even contributed \$1,000, the organization's largest single donation.

"We work well with the administration," LeLoup said. "We have been fortunate that the administration is supportive."

Although he considers UMSLPAC a fledgling organization, LeLoup said he hopes to broaden its goal from supporting only legislators in senate and legislative districts to supporting candidates for statewide office. (The only statewide candidate UMSLPAC supported was Harriet Woods in her successful 1984 bid for Lieutenant Governor.)

"My goal is to get involved in

See PAC, Page 6

## Education Group Forms

by Paul Thompson  
features editor

A chapter of the Student Missouri State Teachers Association has been formed at the University of Missouri-St. Louis.

The organization now has about 20 members, but any undergraduate students interested in education are encouraged to join.

SMSTA is the student branch of the Missouri State Teachers Association, an organization in which teachers work together for the improvement of education and democracy. MSTTA has more than 30,000 members.

The student organization is a pre-professional group designed for students to become more aware of teaching as a career.

The primary goals of SMSTA are: to promote education; to communicate their objectives as a unified organization; and to speak for all teachers in the General Assembly in Jefferson City.

Student activities include fundraisers, such as bake sales, as well as attending lectures on education.

According to an SMSTA pamphlet, the purpose of the campus chapter is to provide its members with the opportunities for:

- "personal and professional growth"
- "development of leadership skills"
- "understanding the history, ethics and program of the organized teaching profession," and
- "participation in professional activities at the local and state levels."

Annual membership fees are \$3 for the state organization plus a \$1 campus chapter fee.

The state teachers association sponsors each campus chapter. There are now 20 campus organizations around the state with a total membership of about 1,500.

Newly elected UMSL chapter officers are: Tanya Cook, president; Barb Rygelski, vice-president; Paige Weiss, secretary; Alaina Niemeyer, treasurer; and John Carnahan, historian.

Faculty co-sponsors are Dr. Paul Travers and Mrs. Ann Lally.

Students interested in joining or those seeking more information about the organization should call the Education Department at 553-5944. Students are asked to leave a message with the secretary, who will relay information to the organization's officers.



# Memories And Joys In The Trash



**TRUST ME**  
by Ann Richardson  
associate features editor

If I had it my way, I would keep the Christmas tree up all year long. It's so sad seeing all of those smiling angels and drummer boys and penguins shoved into a box, unable to see the light of day or get up to go to the bathroom, for a whole year. It's almost as bad as holding your teddy bear under the covers at night and not letting his head out to breathe.

I have strange attachments to things. Like trash. I can't bear to toss my White Castle boxes out the car window. I would rather leave them in the car, offending non-Whiteys eaters with the greasy onion smell. Unfortunately, my friends can't stand it and will ask me to throw it out. I won't do it until we get to a trash can, and then they get mad and threaten to leave without me. Can I help it if the only trashcans along roads happen to be at busy intersections?

Sometimes another passenger will throw the trash out before I can stop them. I know that the sin isn't on my head, but I can't help thinking of the TV Indian and knowing that my friends are making him cry.

I am also a documents fanatic. I have newspaper clippings from the *Suburban Journal* of people I knew in grade school.

My friend Mary Ellen was a great basketball player and played for our school. She was really nice and once in a while we would play one-on-one in her backyard. I was no match—I had to watch the ball when I dribbled—but she let me get a few baskets.

I haven't heard from Mary Ellen in at least four years, but I still have her newspaper clippings.

I still have the keys to my '67 Rambler. I never just drove that car, I rambled in it. My friends and I would stick several McDonalds straws together and wave them out the windows at passing cars. We also would sing along with Kenny Rogers when "The Gambler" came on K-Gold (the Rambler only had AM radio). The speedometer on my Rambler went up to 120 mph. I never actually drove it that fast, but there were a few nights when I made it home in five minutes when it should have taken 15. What's a mere 10 minutes? Ask my parents, they'll give you a 5-hour lecture on the importance of being on time.

A few months ago a friend told me that he saw my Rambler dead on the side of the road. He was sure it was mine—it was the same seascick green color as mine and had an UMSL sticker collection on the rear window. I drove by to look for it, thinking someone had abandoned it and that I would take it back home, bathe it and give it a nice oil change. When I went by, it was gone. It was probably towed to a junkyard for demolition, an image I hate to picture.

It's strange being so attached to things that are a part of the past. I think the reason I keep all my junk is that it helps me remember times that made me happy.

And I just can't bear to throw those times away.

## PAC

state-wide races, particularly the governor's," LeLoup said. He said he expects the PAC to support a gubernatorial candidate in 1988.

Governor John Ashcroft vetoed an appropriations bill to improve Thomas Jefferson Library and made other cuts in UMSL funding, apparently leading LeLoup to cast a doubtful eye on supporting Ashcroft in a re-election bid.

"We'll be watching very closely what he does over the next year with the budget," LeLoup said.

Other changes LeLoup hopes to see made in UMSLPAC is an improved method of gathering information on potential supporters.

"Currently, we're trying to develop some more sophisticated legislative files on students and alumni in different legislative districts," he said.

LeLoup seemed positive in his outlook for the future potential of UMSLPAC.

"We're only three years old. We're not babies, but we're still toddlers," he said. "We're still growing and we've got lots of things we'd like to do."

Whatever changes may come to UMSLPAC in the coming years, LeLoup made clear what its focus would be: "What this university needs is more resources and that's what we're out there fighting for."

## Tenor To Perform Feb. 8

Tenor Mark Madsen, who joined the faculty of UMSL this year as coordinator of voice and opera studies, will make his St. Louis recital debut on Sunday, Feb. 8 at 4 p.m. in the Sheldon Concert Hall, 3648 Washington Ave.

The performance, also Madsen's first faculty recital here, is sponsored by the University's Department of Music and by its concert series, Premiere Performances.

Madsen will perform works by Handel, Schumann, Britten and Dello Joio, among others, and will be accompanied on the piano by Daniel Schene, director of keyboard studies at Webster University.

A national semifinalist in the 1975 New York Metropolitan and San Francisco Opera auditions, Madsen made his professional operatic debut with the Omaha Opera as Arturo in "Lucia di Lammermoor," in which Beverly Sills played the title role.

Later, Madsen spent five years studying in New York under the aegis of the Metropolitan Opera National Council.

He was a member of the voice



Mark Madsen

faculty at the University of Florida for four years and came to UMSL from the University of Arizona, where he had earned a Doctor of Musical Arts degree in vocal performance.

General admission tickets to the performance are \$3. Students with valid ID's will be admitted free. For more information, call 553-5980.

## ANNIVERSARY

was not their only source of programming. Much time was also focused on entertainment.

A children's show called the Rangler's Club was hosted by Harry Gibbs. It ran for more than ten years, and finally went off the air in 1963.

Another show called St. Louis Hop, hosted by Russ Carter, could have been a model for American Bandstand. Laclede Gas sponsored a show called Laclede Little Symphony, which featured classical music performed by members of the St. Louis Symphony Orchestra.

Dan Sorkin had a weekly show called Sunday With Sorkin. On the show he played music that was popular at the time, and had guests who were known in the music industry.

Sports also made it onto the picture tube. In the beginning, sports shows were very inexpensive to produce. When they first started broadcasting baseball games from Sportsman's Park, all the station had to pay for was the cost of the seats that the cameras took up.

KSD-TV also became the first station in the country to broadcast the World Series.

In the early 1950s, KSD-TV got its

first competition. Other stations began to crop up. A station opened up in Belleville, Ill. called WTVI. Gradually, they moved to St. Louis and changed to KTVI now Channel 2; KMOX, now affiliated with CBS, started up, too.

There were television experiments that failed as well. A station called KSTM ended up closing.

The new stations did not seem to pose a serious threat to KSD-TV, however. With the advent of competition, their programming improved to meet the challenge.

Sen. Kefauver from Tennessee came to St. Louis with the Kefauver Crime Investigation Committee Hearings, which he had been taking to cities around the country.

Kefauver held hearings on local crime figures and broadcast them from the federal building downtown. The hearings attracted a great deal of attention to television. Tavern owners who had television noticed that their business was going up.

KSD-TV's coverage of the Greenlease kidnapping case attracted national attention because it was used on the NBC news show.

In May 1964, the station won a national Emmy award for a documentary it did called Operation Challenge about an isolated black community.

"What is outstanding about that," Murray said, "is that Emmy awards are usually given on two levels, national and local. This was one of the first times that a local station ever won a national award."

Between then and now, KSD-TV has changed its name to KSDK, changed ownership (Pulitzer to Multimedia), and changed location. They moved from their office on Olive to a new one on Market.

Now, news is the only programming that is done live, and even some of that is taped, as opposed to the early days, when everything was done live.

In 40 years, a lot has happened at KSD-TV, KSDK, Channel 5; Mike Murray did a great deal to bring that together into a form that we can all appreciate.

"I like to think that I'm helping to give people a handle on their most recent history," Murray said, "and get them to recognize the role that television has played in St. Louis development."

## PSE Sponsors Valentine Project

Hey guys. Is there a gorgeous brunette you've been trying to get to know but were afraid she'd tell you to get lost? How about you girls? Is there a guy you've been wanting to meet or whose attention you've been trying to attract but your parents tell you that nice girls shouldn't ask guys out?

Well there is an easy and fun way of getting a chance to meet someone without the embarrassment. It won't guarantee you a date, but you'll get that person's attention.

Pi Sigma Epsilon is sponsoring its first annual "Who's Your Secret Valentine?" project. On Feb. 4 and 5, PSE will be setting up a table for orders in the University Center from the bookstore during the day.

You will need to give your name, phone number, student number, and the receiver's first and last name.

A carnation and card will cost \$2. On Feb. 12, the receivers' names will be printed in alphabetical order in the that day's issue of the *Current*. On Feb. 12 and 13, a Valentine's booth will be set up in the University Center for the receivers to pick up their flowers.

So what's so special or fun about that? Well, here's the twist — the receivers won't know who bought the flowers. For them to find out, it will cost them 25 cents for each

flower received, up to one dollar.

If the receiver gets 20 flowers, he or she can find out who sent all 20 for a dollar. It may be one admirer or 20 admirers. Furthermore, the receiver also gets the giver's phone number.

So go out there and find out that person's first and last name and send the a Valentine's gift by com-

ing to the University Center on the days above.

And read the Feb. 12 issue of the *Current*. You may have an admirer.

For those who don't get a chance to come by and sign up or who don't want to participate, Pi Sigma Epsilon will be selling carnations and cards on Feb. 13. All unsold flowers will be donated.

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Pantera's on Natural Bridge.  
Informational Party, Sunday, Feb. 8 at 3 p.m.

For more information call Laura or Cathy at work from 10 a.m.-6:30 p.m. Monday thru Friday, at 432-7805. After 7:30 p.m. Monday thru Friday, call Cathy at 739-8972.

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## Gregory Sets Career Rebound Record In UMSL Loss

by Diane Schlueter  
associate sports editor

Senior forward Gina Gregory reached another milestone in her college basketball career at UMSL last Wednesday when the Riverwomen traveled to Cape Girardeau to face the Southeast Missouri State Otahkians.

In the second half of the game, Gregory became UMSL's all-time leading rebounder with 530, passing Carmen Forest, who set the previous record in 1977.

"I really didn't think about the record," Gregory said. "With this being my last year, I don't want to worry about stats."

Having averaged 8.6 rebounds in her last eight games, Gregory credits her coaches for her recent surge.

"The coaches have been stressing rebounding and blocking out," she said. "Another big thing is that I'm concentrating on playing more aggressively than I ever have before."

Gregory is already the school's all-time leading scorer as she broke that record during the 1985-86 season.

Despite Gregory's effort,



Gina Gregory

Southeast defeated the Riverwomen 75-50.

UMSL coach Mike Larson saw two main problems in the loss.

"We tucked out," he said. "We stayed with them in the first half, but in the second half, we tucked out."

Larson also mentioned that the large crowd on hand and the size of the gymnasium itself might have contributed to the loss.

"We have never played a close game there," he said. "We have played them close here, though."

Forward Alicia Pierce was the high scorer for the Riverwomen with 18. Gregory had a game high eight rebounds.

UMSL visited Warrensburg Saturday and faced Central Missouri State. The Riverwomen led throughout the first half, leaving the floor at halftime with a 36-34 advantage.

But early in the second half, Central rolled off nine consecutive points and eventually won the game 88-73.

On Monday, UMSL defeated Washington University 72-60; however, Larson was somewhat disappointed with the team's overall performance.

"I thought that it was one of the worst team efforts all season," he said. "We weren't running our offense until the last seven minutes."

The Riverwomen squad did show character as they held on for the win in the close game.

"The one encouraging thing about tonight was that we came back and showed that we could win the game," Gregory said.

## Cagers Show Split Personality

by Dave Brown  
sports editor

The Rivermen continued to show their split personality as they dropped two conference games last week, but then came back to beat a strong Rockhurst College team 96-89 Monday night in Kansas City.

The victory raised the Rivermen record to 6-10 and dropped Rockhurst to 10-6.

The Rivermen put forth a strong team effort as nine UMSL players scored to contribute to the victory.

Jeff Wilson picked up a rare start in place of senior Duane Young and responded with an outstanding performance. He was seven of ten from the field and finished with 20 points on the evening. He also handed out five assists.

Derek Thomas continued his steady improvement as he has overcome an early season injury. He picked up 18 points, six assists and grabbed eight rebounds, his career high.

Perhaps the biggest and best surprise of the evening came from reserve center Mark Stanley, who came off the bench to score 27 points, 17 points better than his

previous career high. The 6-foot-6 sophomore also grabbed four rebounds. Stanley also hit six three-pointers, a new record for an UMSL player.

"We had outstanding performances from Mark Stanley, Jeff Wilson and Derek Thomas," head coach Rich Meckfessel said. "Mike Strater led the defense. He held their leading scorer to only 10 points."

The Rivermen have beaten Rockhurst only three of the eight times the schools have met.

Things did not go as well for the Rivermen in other action last week as they fell to conference rivals Southeast Missouri 83-64 and to Central Missouri 72-60.

The Rivermen were never in the game against Southeast Missouri as the Indians raced out to a 19-4 lead with 15 minutes left in the first half. The Rivermen were never able to regroup and trailed 49-28 at the half.

The UMSL squad fared better in the second half, and actually outscored the Indians 36-34, but could never make a run at the Indian lead.

Eric Love led UMSL with 19 points to keep up his league-leading average. Jim Gregory was the only other Rivermen in double figures with 11 points.

"It was the first time this season we were out of the game from the very start," Meckfessel said. "They showed a lot of offensive aggressiveness and we were not able to handle it. They were tough at both ends of the floor."

The Rivermen played much better at Warrensburg, but their conference record still fell to 2-4.

"For the first 35 minutes, we may have played our best game of the year," Meckfessel said. "We took the lead, but we folded down the stretch."

The Rivermen trailed by only one point at halftime 34-33, and then grabbed the lead as the second half began. They led by three with seventeen minutes to play and held on to the lead until the Mules tied the game at 44-44 with 12:37 left to play.

The lead continued to change hands, with the Rivermen leading 55-53 with only 5:34 left in the game. The Mules regained the lead and then never looked back as the Rivermen faltered down the stretch and eventually lost 72-60.

"We're not playing with any poise down the stretch. We haven't had good leadership down the stretch either," Meckfessel said.

## Thomas Follows In Athletic Footsteps

by Diane Schlueter  
associate sports editor

What one person considers to be normal, may not be normal in the eyes of another.

Derek Thomas, forward for the Rivermen basketball team, sees his childhood as an ordinary one, even when considering the fact that his father earned his living playing professional football.

"It was the only thing that I knew growing up," Thomas said.

Looking back now, though, Thomas does realize some of the advantages that he had.

"I had fun," he said. "Now I can look back and see that I had more opportunities to meet people than others might have had."

Emmitt Thomas began his career at defensive back for the Kansas City Chiefs in 1966, the year Derek was born. He remained with the Chiefs for 14 years, ending his career in 1978.

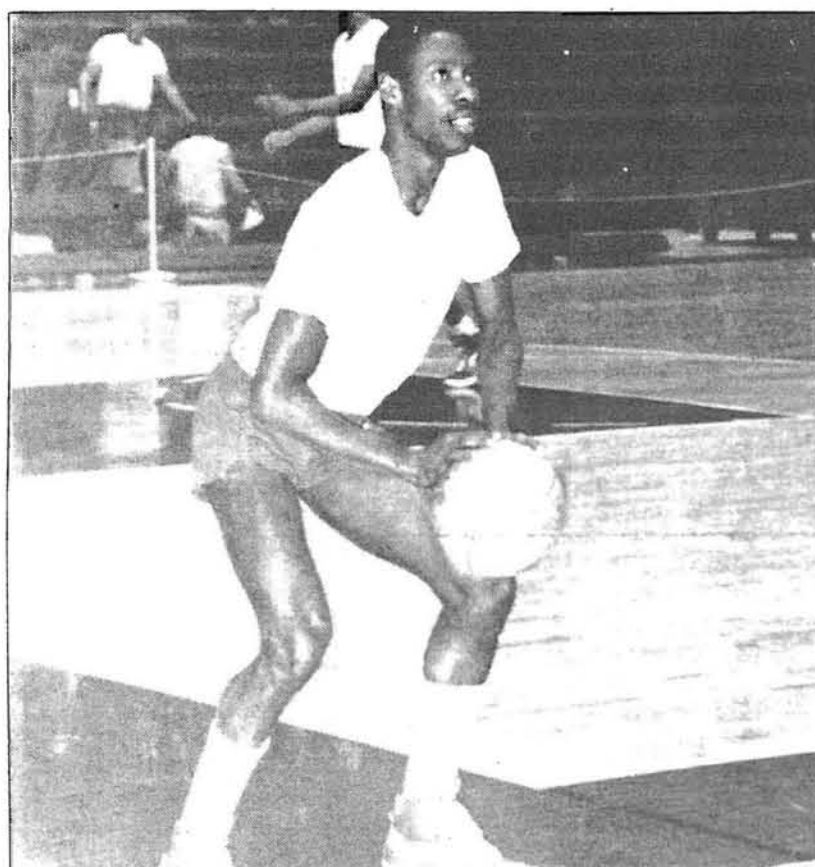
In February, 1986, Emmitt Thomas was inducted into the Chiefs Hall of Fame. He is presently a receiver's coach for the Washington Redskins.

So why basketball and not football?

"My mother was the main reason," said the 6-foot-4 junior. "My parents always told me that I was too small for football and to stick with basketball."

"He was so small," Emmitt Thomas said of his son. "I didn't want him playing a contact sport such as football until he was fully developed."

"Also, his playing football would put pressure on him," he continued,



Cedric R. Anderson

**JUST FOR PRACTICE:** Derek Thomas lines up for a free throw.

"because people would be comparing him to me. So I was happy when he did choose basketball."

After receiving All-State honors his senior year at Hickman Mills High School, Thomas averaged 16.2 points a game at Johnson County Community College, a member of the tough Jayhawk League, in Kansas City, Ks.

Thomas participated in the

Jayhawk League All-Star game along with his present UMSL teammates Eric Love and Kevin Brooks.

Thomas feels that their play in the Jayhawk League has given the three a special bond.

"It gives us a sense of security since we already knew each other," Thomas said. "It brings us closer together."

"We play closer together because we are from the Jayhawk Conference," Brooks said.

Thomas, who is a part-time starter for the Rivermen, has recovered from a hamstring injury which kept him on the bench at the beginning of the season.

His role on the team is one which requires a great deal of flexibility. And according to UMSL coach Rich Meckfessel, Thomas is a catalyst on the squad.

"He makes things happen," Meckfessel said. "He is our best passer. He can shoot with his back to the basket and from three-point range."

"We have our scorers and rebounders," Thomas said. "I try to hold things together."

"I feel like when I come off the bench, I'm the spark, and when I start, I'm trying to stabilize things."

Currently, Thomas is averaging 9.1 points and 3.4 rebounds per game. He is second on the squad in assists with 47.

Thomas, who is majoring in physical education, recently made the dean's list with a 3.64 grade point average.

"This is my first time going to school away from home," Thomas said. "I didn't really know anyone. It sounds boring, but for something to do, I would study."

Thomas, who is also known to his teammates as Sir Smile, reached career highs in scoring with 18 points and in rebounding with 8 Monday against Rockhurst College.

And if this success continues, he will have good reason to smile.

## Tennis Team Tryouts Announced

The men's and women's tennis teams have announced tryouts for the 1987 tennis teams. All fulltime students in good standing are invited to tryout for the squads.

The men will hold an organizational meeting at 2 p.m. Feb. 2 in Room 218 of the Mark Twain Building. Tryouts for the squad will be held the first two Wednesdays and Fridays in February at the West James Indoor

Tennis Club. For more information, call tennis coach Jeff Zoellner at the athletic office, 553-5641.

All women interested in playing intercollegiate tennis should attend the women's organizational meeting at 3:15 p.m. Feb. 4 in Room 219 of the Mark Twain Building. For additional information, contact Pam Steinmetz in Room 203 of the Mark Twain Building, or call 553-5123.

## Swimmers On Schedule After Best Team Effort

by Dave Brown  
sports editor

The UMSL swim team opened the new year on the right note as they blasted the University of Chicago 65-35 and Hendrix College 70-33 in their first home meet of the new year.

The Rivermen avenged last year's losses to both squads.

Tom Lombardo led the way for UMSL as he set a new school record in the 1000-yard freestyle with a time of 10:23.77. He also finished first in the 500 free.

Greg Menke was also a double winner as he won both the 200 butterfly and the 200 breaststroke.

Tom Adams picked up a first in the 50 free with a time of 22.21. Chip Crow also grabbed first place honors as he won the diving competition.

"Ninety-five percent of our swims were best times," Liston said. Three freshmen have added new depth to the Rivermen squad. Barclay Compton (Hazelwood Central), Dan Casten (University City) and Fritz Prizler (Lafayette) all picked up points Friday night despite just joining the team this semester.

Compton and Prizler were a part of the first place 400 medley relay team, along with Steve Pummer and Menke. Prizler was also a member of the 400 free relay team which finished first.

"They are immediately scoring for us," head coach Mary Liston said. "It's going to help us a lot."

Liston also said that the fans gave the team a lift.

"Friday, the stands were full," she said. "Our team was so pumped up. The fans made all the difference. It was such a turnaround from last

year."

The women on the squad got a rare chance to compete as a squad, but they fell to the much larger squads of Chicago, Hendrix and St. Louis University. The Riverwomen were at a decisive disadvantage with only four team members, while Chicago had 12 athletes, SLU had 11 athletes and Hendrix had seven swimmers.

Cindy Panetti picked up a double win as she won both the 50 free and the 100 free. Linda Vogel finished first in the 200 backstroke and the 200 breaststroke.

The evening was highlighted by the performance of newcomer Marianne Brummel, who joined the team late. She set school records in the 200 free, with a time of 2:03.88, and in the 500 free with a time of 5:25.53.

The UMSL squad dropped a heartbreaker Saturday as they were narrowly defeated at Principia College 103.5-101.5.

Lombardo placed first in the 1000 free, Adams finished first in the 50 free and Menke finished first in the 200 butterfly. The team of Prizler, Adams, Hofer and Casten took first 400 free relay.

Brummel added to her laurels as she set a new school record in the 1000 free with a time of 11:08.69.

"She's having a big impact," Liston said. "She's going to be improving all season. She's still having to build up."

Despite the score, Liston was pleased with the team's performance.

"It was the best team meet they've swam all year. Everyone gave 100 percent in the water," she said. "We changed the lineup and everyone adjusted. From a coach's viewpoint, that was our most gratifying meet, so far."

## Women Splash Up Success For Swim Team

by Dave Brown  
sports editor

If you walk into the pool area you may be surprised at what you see. It is not the "Battle of the Sexes" and it is not beach blanket bingo. What it is, is hard work being done by both male and female athletes.

The women's swim team disbanded before the start of the 1985-86 season due to a lack of participants.

This season, men's swimming coach Mary Liston and UMSL athletic director Chuck Smith decided to form a mixed team of both men and women.

The team functions as a men's squad with the women competing directly against the men of other schools. On a few occasions they have swam against other schools which also had women, so they competed head to head.

The arrangement has been a boon for both the men and the women on the team. Eleven men are needed for a team to qualify as a varsity sport, but only nine men were on the squad as the season neared. Liston, aware of the rule, asked Smith to have the team recognized as a mixed team by the NCAA. With the paperwork done, UMSL now had a mixed team. Without the women, the men would not be able to qualify for nationals at the end of the season.

The women - Marianne Brummel, Linda Vogel, Cindy Panetti and Diane Oliver - have been shown no preferential treatment by the team or coach.

"(Liston) doesn't give girls a different workout," Brummel said. "It's hard, but it has to be. I don't feel girls should get a different workout."



Cedric R. Anderson

**SPLASH:** Cindy Panetti, Marianne Brummel and Linda Vogel have made their presence known on the UMSL men's swim team this season. (Not pictured - Diane Oliver)

"It's a lot harder than anything I've done since I've been swimming," Vogel said, "but I've dropped my times."

"I think this is why our girls are swimming better than other girls," Liston said.

Vogel is the only member of the squad who was a member of the team before it disbanded. While they had the same coach, the two teams functioned separately.

"It was more divided," Vogel said. "We had our own workout, but now we do it together. I work out with the guys who swim my events and the

girls who swim distance workout with the guys who do distance."

Brummel is glad that she works out directly with the men.

"As the only distance freestyler," she said, "I'd have to workout by myself."

The women had no trouble adjusting to the situation.

I wasn't really surprised," Brummel said. "It was no big deal."

"There have been no problems. They pretty well accept us as one of the guys," Vogel said.

The women have proven their worth to the squad on a number of occasions this season. Recently,

they contributed a number of points to the cause in the men's meet against Chicago and Hendrix. Vogel and Panetti were a part of the 400 medley relay team which finished third, while Brummel picked up points in both the 1000 free and the 500 free.

Liston enjoys having both men and women on the squad.

"They grow up swimming together (in clubs), so it seems normal," Liston said. "It's made the team seem like a team. They're teammates. They're out there yelling and cheering for each other."

Having a woman for a coach has also helped to make the transition.

"They don't feel like second class citizens. They know I think men and women are equal in this sport," Liston said.

The men have also enjoyed having the women on the squad.

"I'm glad that we could get them in on the mixed squad," said Dennis Dierker. "It didn't work out well when they dropped the women's program."

Having the women on the team has not caused the men to feel pressure to perform better.

"I realize that there are a lot of women who are going to beat me anyway. But I like to beat them," Dierker added with a smile.

UMSL athletic director Chuck Smith has been pleased with the results of the mixed squad.

"I'm pleased that the women are getting a chance to compete. The fact that they have worked hard gives them the right to compete," Smith said. "I'm sure if things continue as well as they have so far, then I will recommend it to continue."

## AT A GLANCE

### Last Week's Results

**Men's Basketball**  
Southeast Mo. 83, UMSL 64  
UMSL high scorer - Love, 19  
UMSL high rebounder - Brooks, 9

Central Mo. 72, UMSL 60  
UMSL high scorer - Love, 16  
UMSL high rebounder - Scales, 7

UMSL 96, Rockhurst 89  
UMSL high scorer - Stanley, 27  
UMSL high rebounder - Love, 9

**Women's Basketball**  
Southeast Mo. 75, UMSL 50  
UMSL high scorer - Pierce, 18  
UMSL high rebounder - Gregory, 8

Central Mo. 88, UMSL 73  
UMSL high scorer - Klotzer, 22  
UMSL high rebounder - Klotzer, 10

UMSL 72, Washington U. 60  
UMSL high scorer - Wilmesher, 22  
UMSL high rebounder - Klotzer, 9

### Next Week's Schedule

**Men's Basketball**  
Northeast at UMSL; 1/31, 7:45 p.m.  
UMSL at Quincy; 2/2, 7:30 p.m.  
Rolla at UMSL; 2/4, 7:45 p.m.

**Women's Basketball**  
Northeast at UMSL; 1/31, 5:30 p.m.  
Culver-Stockton at UMSL; 2/2, 7 p.m.  
Rolla at UMSL; 2/4, 5:30 p.m.

**Swimming**  
UMSL at Wash. U. Invitational; 1/30-31, 6 p.m.



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